

**A STUDY ON HOSPITALITY AND TOURISM MANAGEMENT PRE
AND POST COVID**

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ABSTRACT

This research demonstrates that the geospatial method adds greatly to identifying pre- and post-COVID 19 pandemic situations and aiding in sound decision-making, not only in Rajasthan but globally. Results reveal that hotels with a more management mindset are more likely to use dynamic pricing techniques. When the pandemic's intensity is severe, hotel managers resort to a more streamlined booking portfolio. Hotel owners and the pricing community as a whole may use our theoretical implications and practical management levers to increase profits as much as possible during the epidemic. This research set out to learn how the hotel industry's top brass think the sector would fare in the near future, and whether or not the response to the shutdown and following decline in domestic and international travel should have been handled better. Research like this is important because it draws attention to the fact that more precautions may have been taken to mitigate the disaster's effects. Qualitative surveys sent through email to partners in the hotel sector and their responses provide light on the days and hours leading up to the lockdown.

KEYWORDS: COVID-19, dynamic analysis, gradual adjustment, tourism and hospitality.